

MICHIGAN BUSINESS REPORT



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION | VOL. 3 NO. 2 SPRING 2005



DEVELOPING INTERNATIONALLY

>> SELLING MICHIGAN IN THE INTERNATIONAL MARKETPLACE

michigan.org

NEWS BRIEF

MICHIGAN SECOND IN NATION FOR CORPORATE FACILITIES

Site Selection magazine ranked Michigan second in the nation for new corporate facilities and expansions in 2004. Michigan remains the national leader after eight years of tracking by the magazine. The publication verified 653 projects for Michigan in 2004, just shy of Texas' 668 projects. Between 1997 and 2004, Michigan welcomed 10,882 major new developments and is the only state in the nation to top the 10,000-project mark since Site Selection began gathering the data. Over the eight-year period, Michigan has gained nearly twice as many new facilities and expansions as Texas and nearly 3,000 more than California. Read more at michigan.org.

GOVERNOR PROPOSES \$2 BILLION BOND

Governor Jennifer M. Granholm introduced a \$2 billion technology bond proposal in her State of the State address in February. The fund, proposed to raise \$200 million a year for 10 years through bond sales, would provide funding for increased commercialization of community research, boost early stage venture capital, offer matching funds for public sector universities pursuing federal research money and create a talent attraction fund for bringing top scientists and researchers to Michigan. A scientific panel similar to that created for the Michigan Technology Tri-Corridor will make funding decisions. Industries and research funded would include the life sciences, alternative energy technology, advanced manufacturing and homeland security technologies. For more information, visit www.michigan.gov.

MICHIGAN.ORG REDESIGNED

The official economic development and travel Web site for the state of Michigan, has a new look and feel. The new design of michigan.org is user-friendly and audience-segmented, featuring easy navigational tools, data-rich content and information tailored to specific industries. It integrates business services, community development and travel. Visit michigan.org today and let us know your opinion. We welcome your feedback.

MICHIGAN NAMED A BEST-MANAGED STATE

Governing magazine recognized Michigan as an outstanding leader in its Government Performance Project (GPP) report entitled 'Grading the States 2005.' Michigan received a grade of B+. Only Vermont and Utah received a higher grade; both got an A-. The state received high marks in the areas of money, people, infrastructure and information management, with its use of technology commended as a 'model for other states.'

GPP is the nation's only comprehensive, independent analysis of how well each state government is managed and actually performs. The report, the result of a year of research by a team of academics and journalists, is designed to allow state leaders to identify their state's strengths and weaknesses and to compare the performance of their state to others. For more information, visit www.michigan.gov.

TRAVEL MICHIGAN WINS TOP INDUSTRY AWARD

Resort & Golf Marketing (R&GM), the official golf public relations firm for Travel Michigan, received a top industry award from the International Network of Golf (ING). It was the winner in the category of 'Public Relations/Promotions Campaign or Event' for its efforts on behalf of Travel Michigan in promoting Michigan golf leading up to the 2004 Ryder Cup played at Oakland Hills Country Club in September 2004. The ING Industry Honors program recognizes outstanding achievements in 12 categories, including public relations and promotions, product ingenuity, advertising, business, player development, tournament service and golf course design. Nominations were made throughout the year by members of the golf industry. The winners were determined by an online ballot in which anyone in the golf media or industry could participate. The International Network of Golf is a broad-based, non-profit business and media organization. For more information, visit michigan.org.

SMARTZONE INITIATIVE RECEIVES NATIONAL 'BEST PRACTICE' AWARD

The Small Business Administration, Office of Advocacy, has recognized the Michigan Economic Development Corporation's SmartZoneSM initiative as one of four state initiatives to receive a national 'Best Practice' award for spurring entrepreneurship and economic growth and demonstrating market-based results. The SmartZone initiative won for the 'best practice in regional economic incentives' category. Other winners included an Idaho program called 'TechConnect' for 'best practice in educational efforts to promote entrepreneurship,' the Maryland Technology Institute at the University of Maryland for 'best practice in technology transfer,' and the Wisconsin Department of Commerce's efforts to cut regulation for small businesses for 'best practice in regulatory flexibility.' The programs were recognized at the Putting It Together: The Role of Entrepreneurship in Economic Development conference held in Washington. For more information, visit www.sba.gov/advo.

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CALENDAR OF EVENTS



THE VITALITY OF WORLD TRADE

IN TODAY'S GLOBAL MARKET, INTERNATIONAL TRADE IS CRITICAL TO MAINTAINING OUR ECONOMIC COMPETITIVENESS, SERVING AS AN ENGINE OF ECONOMIC GROWTH WITHIN OUR NATION AND AROUND THE WORLD. TRADE INJECTS NEW ENERGY AND VITALITY BY FOSTERING THE EXCHANGE OF IDEAS AND INNOVATIONS AMONG PEOPLE AROUND THE GLOBE.

In Michigan, we appreciate the importance of international trade. Michigan has had an international presence since 1973 and currently have representatives covering Canada, China, Europe (Germany), Japan, and Mexico. Their primary goal is to target trade and investment opportunities in emerging industries. Michigan is the fourth largest exporter in the nation with \$33 billion in exports to 185 markets. We supply the largest share (22.5%) of U.S. vehicle-related exports, accounting for more than \$14.6 billion in autos, trucks and parts.

To enhance global economic growth in Michigan, May will be promoted as World Trade Month—a national month-long slate of tours, seminars and other events designed to educate the public about the importance of international trade to the local economy. Accordingly, the MEDC will host a 'Michigan Road Tour' (May 16–26) led by its International Trade Office directors. The tour will feature presentations throughout the state on export opportunities in the markets of Mexico and China, as well as opportunities for company executives to meet one-on-one with the directors to discuss their strategies for expanding in these markets. In

addition, several Michigan organizations will hold a variety of events, including seminars, receptions, awards ceremonies and cultural events throughout May.

More than 12 million American jobs are supported by exports. The number of international firms with operations in Michigan confirms the maturity and strength of our economy. Currently, there are 3,760 divisions, affiliates and subsidiaries in the state representing 50 countries and encompassing all industry and service sectors. World Trade Month will present an opportunity to renew our commitment to developing and creating new trade opportunities and international investment.

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SELLING MICHIGAN IN THE INTERNATIONAL MARKETPLACE

THE KEY TO MAKING MICHIGAN THE ECONOMIC POWERHOUSE OF THE 21ST CENTURY IS RE-TRAINING WORKERS, GROWING OUR MANUFACTURING BASE AND ENHANCING OUR DOMINANCE IN BASIC AND APPLIED RESEARCH AND TECHNOLOGICAL DEVELOPMENT. FUNDAMENTAL TO THIS INITIATIVE IS RELATIONSHIP-BUILDING WITH GLOBAL CORPORATIONS, REGULAR CONTACT WITH EXISTING AND PROSPECTIVE INTERNATIONAL INVESTORS IN OUR PRIMARY TARGET MARKETS, INCLUDING GERMANY AND JAPAN.

In November, I led a five-day investment mission to Germany, which has the largest foreign direct investment presence in Michigan with more than 600 German-owned businesses. These companies are responsible for supporting more than 172,000 jobs in our state, contributing \$31 billion to the economy. Our goal is to persuade more German companies to locate or expand in Michigan, ultimately creating even more jobs for our residents.

One of the goals of my first official investment mission overseas was to build stronger relationships with German political and business leaders. We were there to promote Michigan as the North American capital of the global automotive industry and also a leader in advanced manufacturing and emerging technologies. We accomplished much on this mission. Among the German-based manufacturers that pledged to invest in Michigan, Eberspächer and pgam corporation announced multi-million dollar expansion plans for their current Michigan operations, while Behr Industries will add more employees. These developments alone will create over 150 new jobs.

Michigan has much to offer international companies: a streamlined business climate, skilled workforce, and a commitment to

attracting life sciences and advanced engineering firms. We are diversifying inside and outside the automotive industry by capitalizing on the fact that the automotive industry is the biggest generator of technologies that have applications in a variety of non-automotive sectors. We are also finding ways to enhance the connectivity and synergy resulting from the high concentration of innovative companies, universities and people in our state. Last but not least, we are committed to help emerging technology-based industries take root and grow in Michigan.

Our future—and image—will be greatly enhanced as we increase international investment. Plans are under way for our next mission, to Japan this time, to promote Michigan as the key location for advanced automotive technology in North America. Stay tuned.

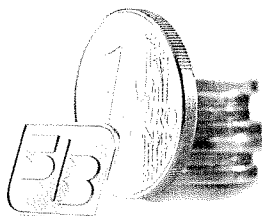
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LOCAL PARTNERS CORNER

PARTNERSHIP WINS GERMAN BUSINESS

The Economic Development Alliance of St. Clair County (EDA), the city of Marysville, Michigan Economic Development Corporation (MEDC) and Citizens First Bank of Port Huron formed a unique partnership to secure the retention and expansion of German-owned Schefenacker Vision Systems, Inc.'s operations in Marysville.

Under a concept developed by the EDA, the city of Marysville through its Local Development Finance Authority (LDFA) purchased a 5.5-acre vacant lot south of Schefenacker's existing facilities. The EDA will construct a 65,000 sq. ft. facility for lease over the next 10 years to Schefenacker at cost. Schefenacker will utilize the building for its new paint plant. If at the end of 10 years Schefenacker maintains employment targets, they will receive the building for a dollar for their continued use. Citizens First Bank provided the EDA with financing to construct the building.

A \$1 million Community Development Block Grant (CDBG) was provided by the MEDC for direct costs associated with the company's expansion. In addition, the MEDC provided a \$100,000 job training (EDJT) grant to help train the new paint plant employees and retrain the existing workforce in new production methods. Other incentives include a 12-year 50 percent property tax abatement from the city of Marysville, including the State Education Tax (SET) agreed to by the MEDC.

Schefenacker Vision Systems designs, develops and delivers high quality products of technical and visual excellence, including lighting systems, audio systems, and interior and exterior mirrors, for the worlds leading automotive manufacturers.

The project is expected to create 50 new jobs and retain 750 jobs. Construction commenced in February with occupancy by Schefenacker at the end of August. For more information go to medc.michigan.org/news.



Economic Development Alliance
of St. Clair County

MANUFACTURING EXPANSION

ICG Berrien, Inc. has expanded in Berrien County rather than a competing site in Wisconsin, resulting in the creation of 341 new jobs for Berrien workers. The company plans to invest \$20 million to expand its aluminum die casting operations.

"This project is a tribute to our highly skilled workforce and our competitive business climate," said Cynthia LaGrow, executive director of Berrien County's Economic Development. "We appreciate that ICG Berrien has chosen to grow in Berrien County."

ICG considered locating the new die casting operations at a competing site in Oshkosh, WI. However, the partnerships of the city of Bridgman, Michigan Economic Development Corporation (MEDC) and Berrien County helped convinced the company to stay and grow here.

"ICG Castings is very enthused and excited about the opportunity to expand

operations and business at the Bridgman manufacturing facility," said Jim Partlowe, president of ICG Castings. "I personally view this project as a team effort between ICG, the county and the state. Without question, this is a win-win situation for the county, ICG and U.S. manufacturing. New jobs will be created with the ability to compete against off-shore competition."

The ICG expansion involves redeveloping a brownfield site in the city of Bridgman. This expansion is welcome news to the community and proves that there is light at the end of the manufacturing tunnel.

"Berrien County was very pleased to partner with ICG Berrien, the city of Bridgman and MEDC to bring this deal together," said LaGrow. "The creation of these jobs is great news and the beginning of a long-term relationship with ICG Berrien."



County of Berrien
Economic Development

ICG Berrien is a wholly owned subsidiary of ICG Castings, Inc. Formed in 2003, ICG Castings manufactures highly engineered aluminum die cast components primarily for the automotive and appliance industries. The company currently has over 245 people at its Dowagiac facility.

As a result of the great success of this project, the county continues to use the relationship with local government and the MEDC as bidding factors in attracting jobs in Berrien County. For more information go to medc.michigan.org/news/major.

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INTERNATIONAL DENDRIMER SYMPOSIUM



This May the eyes of the science world will focus on Mt. Pleasant, Michigan as the city hosts the 4th International Dendrimer Symposium (IDS). This is a global event attracting 70 experts from Oxford, Tel Aviv, Tokyo, Bordeaux, Berkeley, Bologna and points in between. The fact that it is being held in Mt. Pleasant is quite remarkable.

The first IDS was held in Frankfurt, Germany. Later conferences took place in Tokyo and Berlin. May 18-21, 2005 is the first time the International Dendrimer Symposium has come to the western hemisphere. And it is coming to Mt. Pleasant because of one pioneering Michigan native's vision and intelligence. Dr. Donald Tomalia and his company, Dendritic NanoTechnologies (DNT), has put Michigan on the map as one of the world's primary centers for dendrimer research and development. 'It's just a wonderful convergence of events and it's wonderful to have it all come back to where it all started,' said Dr. Tomalia.

Dr. Tomalia, born and raised near Flint, earned his undergraduate degree at the University of Michigan and a Ph.D. at Michigan State University. He went on to discover an entirely new kind of plastic molecule, called a dendrimer, at the Dow Chemical Company in Midland. Dendrimers are highly-branched, nanoscale polymers that can be manipulated in a wide variety of useful ways. Dr. Tomalia began a pitched effort to commercialize his discovery, and by 2002 he had started Dendritic NanoTechnologies in Mt. Pleasant at Central Michigan University's (CMU) Center for Applied Research and Technology. In the relatively short span since its founding, DNT has already been named a 'company to watch' by The Economist magazine and is the largest manufacturer and seller of dendrimer products in the world. "The big challenge is how do we take this to the next level where dendrimers become a household word and it becomes integrated into a lot of products that we feel will really benefit people," said Dr. Tomalia.

In January dendrimers came closer to becoming a household word when Dow announced it would take a stake in DNT in exchange for releasing all of its dendrimer-related intellectual property to DNT and Australia-based StarPharma, another leading dendrimer company also with a stake in DNT. That intellectual property is expected to yield fruit, both for DNT and Michigan in the form of new commercial opportunities and possible spin-off companies.

Just as Florence became the center of the Renaissance thanks to the presence of Tuscan titans Leonardo da Vinci and Michelangelo, Michigan, with Dr. Tomalia and other titans of tech, is on a trajectory



to become the Florence of the modern dendrimer movement. "The 4th International Dendrimer Symposium is a true testament to the progress that's been made in dendrimers and the realization that the central Michigan region is a center of activity in dendrimer research," said Brent Case, director for technology business development of CMU Research Corporation. "Dr. Tomalia is highly regarded in this area. As a result of Dr. Tomalia's formation of DNT in Mt. Pleasant, CMU now has over a dozen faculty and just as many post-doctorates conducting exciting research in dendrimers and other nano-structures."

Micro and nanotechnologies are expected to change the world—from health care to consumer products to business.

Dendrimers, cutting across the sciences of physics, biology and chemistry, have the potential to change medicine by functioning as laser-accurate drug delivery mechanisms. They might infiltrate the living room in the form of high-fidelity liquid crystal display components. They represent new ways of doing things in various economic sectors. They hold the promise of curing diseases and improving the quality of life for millions. Dendrimers are small in size but massive in terms of the changes they may someday bring.

Like a dendrimer, IDS-4 has many branches, a reflection of the complexity of this nascent nanotechnology business. Sessions are planned to address the creation of new dendritic structures, medical and health science dendrimers, dendrimers in electronics applications, and for the first time ever, the symposium will include a commercial applications session. "We're going to be talking about applications, current and future, and that includes some phase one clinical trials that have been completed in Australia on humans using dendrimers to fight HIV," said Case. Dendrimers are in a transition phase and are becoming more widely commercialized. As that transition takes place, leaders at Central Michigan University hope that new links are forged to further advance dendrimer research. "The biggest thing is to make connections in the industry for future partnerships and research collaboration," said CMU's Case. "That's the primary goal for CMU and the Center for Applied Research and Technology."

For more information on the International Dendrimer Symposium, please visit www.ids4.org. Dendritic NanoTechnologies is online at dnanotech.com. To learn more about nanotechnology in Michigan, visit michigan.org.



MICHIGAN BUSINESS REPORT

Global trade is a critical part of Michigan's business plan with increasing exports as a key component of the state's economy. The Michigan economy has a significant global impact ranked as the 4th largest exporting state in the U.S. "As we grow exports, companies expand their markets, increase production, providing a stronger, more secure environment for companies to survive in the global marketplace," said Harry Whalen, senior vice president for international development at the Michigan Economic Development Corporation.

“Exporting makes Michigan companies more competitive,” said Bradley D. Farnsworth, director of the Center for International Business Education, Stephen M. Ross School of Business at the University of Michigan. “Companies are more efficient when they export because they can manufacture or produce in greater volume, so they achieve economies of scale faster.”

Competitiveness for Michigan businesses translates directly into jobs for Michigan residents. Jobs based on exports pay higher than non-export-based jobs. Some of them, including many in the state's ports and airports, could not exist without a constant stream of goods moving back and forth between Michigan and the rest of the world. More and higher-paying jobs pay big dividends, attract more businesses, which in turn attracts new residents. As a result the state and local tax base increases, helping to improve the quality of life, which in turn attracts greater levels of business and personal investments in the state.

As President Bush said when he visited Michigan, exports are key to economic growth. Because the United States boasts such a large and entrepreneurial domestic market, exporting is often forgotten. Many foreign economies, however, are heavily export-based due to weaker or less business-friendly home markets. "To a Michigan business, a really healthy international business volume would be 20 percent of sales."

said Farnsworth. "Whereas for a German company it would be 50 or 60 percent."

Just as it pays to diversify a personal investment portfolio by market capitalization, economic sector and geography, a broad array of clients from around the world can help mitigate some risk. When the U.S. market softens, exporting to greener economic pastures can help globally-minded firms ride out a bad economy while other businesses may shrink or even sink. "Exporting balances out your risk," said Janet Clark, MEDC's

Even China, often an object of fear for Michigan companies and businesses, presents a tremendous growth opportunity for businesses willing to export their goods to a booming nation, with estimated GDP growth of 9.2 percent in 2004 and eight percent growth forecast for 2005.

Small companies that don't directly export can reap the fruits of global trade by joining export alliances or by subcontracting to export-based customers. With coalitions or joint ventures, small companies can go after global sales opportunities as a group, as European firms have successfully been doing for many years.

According to the Paris-based Organisation for Economic Co-operation and Development (OECD), global trade is expected to grow by nine percent this year and by 9.5 percent in 2006. "Any good sales manager is looking to expand the company's sales, and exporting is an opportunity to do it," said MEDC's Whalen.

director of trade services. "Typically, what companies will find is that while the domestic market goes down, their international market sales go up. In really bad times a lot of companies have survived just based on their international sales."

There is great demand for Michigan products, including Michigan-made transportation equipment, wines, health care products, IT products, clothing and other goods. Overseas consumers want and need Michigan products, as do foreign businesses. For example, island economies like Japan and the United Kingdom lack the requisite resources to



DEVELOPING INTERNATIONAL

MICHIGAN'S INTERNATIONAL SERVICE NETWORK YOUR PASSPORT TO GLOBAL TRADE

HOW DO WE COMPLETE A BID IN YEN? HOW DO YOU PASS CUSTOMS IN RIO? HOW CAN WE FIND A LOGISTICS PARTNER TO MOVE GOODS FROM TOKYO TO SHANGHAI? HOW DO OUR EMPLOYEES GET INTO THE EUROPEAN UNION? THESE AREN'T THE LATEST QUESTIONS FROM THE JEOPARDY GAME SHOW, BUT THEY ARE CONFRONTING MICHIGAN BUSINESSES EVERY DAY AS THEY CONDUCT FOREIGN TRADE. FORTUNATELY, WE HAVE A NUMBER OF PLACES TO TURN FOR HELP.

DEVELOPING INTERNATIONALLY

A HELPING HAND FROM UNCLE SAM

The United States Commercial Service, part of the U.S. Department of Commerce, can help American companies, large or small, export goods across the globe. The service maintains offices in Detroit, Pontiac, Ypsilanti and Grand Rapids, and if that's not enough, 1,400 professionals at 180 U.S. embassies and consulates are also available to assist.

The Commercial Service conducts confidential market research and partner searches to identify qualified distributors and marketers abroad and one-on-one export assessments to come up with export plans and strategies. "It's a very complex thing at times, even if you've had a little experience," said Thomas Maguire, director and international trade specialist at the U.S. Commercial Service. The Commercial Service, as part of its customized Gold and Platinum Key Services, can set up meetings in target markets, providing complete logistics, translation and orientation assistance.

"Half of our job is doing international research and helping people find contacts," said Kendra Kuo, international trade specialist at the U.S. Commercial Service. "The other half of our job is promoting ourselves so that people are aware that we have this great network available for them to use." Most of the exporting help available from the Commercial Service is taxpayer-supported, but fees are charged for some higher-level one-on-one services.

A COLLABORATIVE APPROACH

Many export service providers collaborate to help future exporters navigate through transnational bureaucracies that can be complex and confusing. It's more than just a network of two-way referrals. "We can't do it without good partnerships," said the Commercial Service's Maguire. Chambers of commerce; economic development groups at the municipal, county, regional and state level; the Michigan Small Business and Technology Development Centers; the U.S. Small Business Administration,

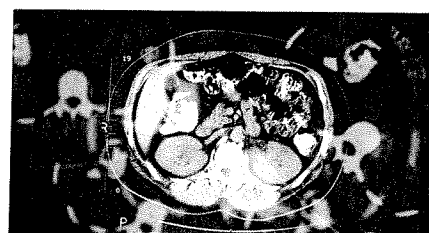
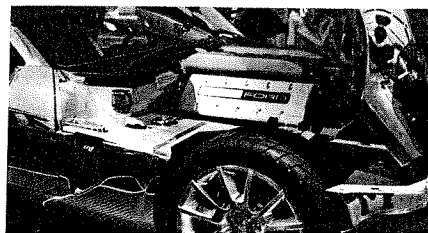
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5	WASHINGTON
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7	ILLINOIS
8	FLORIDA
9	MASSACHUSETTES
10	LOUISIANA

universities and other groups all work together to promote Michigan exports. Organizations like Japanese External Trade Organization (JETRO) and the Korea Trade Center, Detroit work closely with Michigan Economic Development Corporation (MEDC) to help serve Michigan exporters.

Michigan's largest growth markets for international exporters are Mexico, Germany, Japan, Korea and China. The MEDC has offices in Mexico City and Shanghai to assist exporters, while the Japanese and Korean governments have representatives in Michigan to help would-be traders.

JAPAN: A NEW ATTITUDE

The Japanese External Trade Organization (JETRO), located in Livonia, operates under the aegis of the Japanese government's Ministry of Economy, Trade and Industry. JETRO can be considered the Japanese government's equivalent of the U.S. Commercial Service, with headquarters in Tokyo and 38 regional offices throughout Japan, as well as 76 offices worldwide.



Why Japan? With a population of 126 million, less than half that of the United States, Japan boasts a per-capita GDP of \$34,500. That is \$600 more per capita than the United States. Japanese consumers and businesses have some of the highest levels of discretionary income in the world. After NAFTA partners Canada and Mexico, Japan is the largest consumer of U.S. exports in the world.

"Now is a very good time to go to Japan and sell foreign products," said Hidemi Saito, senior trade advisor at JETRO. With the Japanese government removing protective trade barriers that once existed, Japan is more welcoming to U.S. companies than it had been in the past. Indeed, rather than erecting barriers, "today the Japanese government supports many foreign companies who go to Japan," said Saito.

JETRO's staff of 1,600 professionals work to attract foreign businesses to Japan, facilitate foreign access to the Japanese market, identify the right business contacts and partners, offer trade consultation and sometimes even an honest reality check for businesses

looking to export to the world's second-largest economy. Coca-Cola® is the top-grossing foreign-owned firm in Japan and McDonald's® is fourth. Saito said that these companies succeeded by adapting their products and distribution methods to embrace the Japanese market. Their competitors failed in Japan because they attempted to force Japanese consumers to adapt to their culturally-irrelevant ways of doing business. JETRO can help companies avoid making such mistakes.

KOREA REACHES OUT TO MICHIGAN

Michigan companies looking to grow their business in Korea can contact the Korea Trade Center, Detroit. It matches Michigan exporters with partners in Korea, conducts market research, coordinates trade missions and sets up meetings with traveling Korean executives and government leaders. Housed within the Ministry of Foreign Affairs and Trade of the Republic of Korea, the Korea Trade Center, Detroit is working to plug Michigan companies into what has become one of the economic dynamos of northeast Asia.

Fueled by the success of Hyundai,

some 30 to 40 Michigan auto suppliers are already doing business in Korea, as that nation's automotive industry continues to grow. From Michigan to Korea, chemicals, processed foods, computer and electronic parts and transportation equipment make up the largest volume of traded goods. With 60-fold GDP growth since 1970, the Korean market has caught the attention of many large multinationals, but smaller firms are slower to get on the bandwagon.

"Many Michigan tie-one companies, like Delphi and Visteon, supply their products to Korea," said John Lee, director-general of the Korea Trade Center, Detroit. "To develop their business, they have invested directly in Korea to establish factories or they have bought a share of a Korean company to have some kind of presence." Many Korean automakers are looking for Michigan suppliers to fuel their growth, said Lee. Lee and his staff scout them out by maintaining a presence at industry trade shows and events, such as the Society of Automotive Engineers World Congress, held annually at Detroit's Cobo Center.

ORGANIZATIONS SHARE EXPERTISE

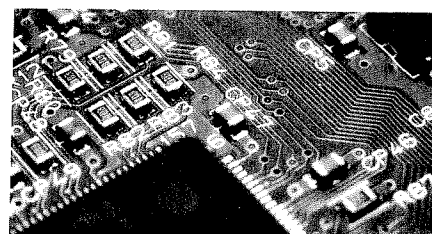
Non-profit and public-private organizations assist Michigan exporters and would-be exporters. The Michigan District Export Council (MDEC) is a non-profit organization for small and medium-sized exporters staffed entirely by volunteer directors from across the state. MDEC offers export assistance and counsel from experts in the private sector, government and academia. "We have a pretty broad spectrum of brainpower sitting on the MDEC," said Terrence D. Kalley, chair of the Michigan District Export Council. "That means that if somebody approaches us with a question, our ability to respond is pretty high."

MDEC's award-winning Web site, www.ExportMichigan.com, contains a host of useful information for global traders, including economic profiles broken down by nation and region. Consultations are free. "When you're going to folks who don't know much about exporting, then it helps when you bring in a member who maybe has expertise on that industry or on a particular region of the world," said Kalley. The expertise of people who have

TOP TEN EXPORTED MICHIGAN COMMODITIES (2004)

1	VEHICLES, EXCEPT RAILWAY OR TRAMWAY, AND PARTS ETC	\$14,749,133,248.00
2	INDUSTRIAL MACHINERY, INCLUDING COMPUTERS	\$6,306,141,224.00
3	ELECTRIC MACHINERY ETC; SOUND EQUIP; TV EQUIP; PTS	\$1,866,204,541.00
4	MINERAL FUEL, OIL ETC.; BITUMIN SUBST; MINERAL WAX	\$1,530,670,631.00
5	PLASTICS AND ARTICLES THEREOF	\$1,530,535,146.00
6	OPTIC, PHOTO ETC, MEDIC OR SURGICAL INSTRMENTS ETC	\$1,017,707,651.00
7	FURNITURE; BEDDING ETC; LAMPS NESOI ETC; PREFAB BD	\$917,862,144.00
8	ORGANIC CHEMICALS	\$778,140,060.00
9	IRON AND STEEL	\$708,424,800.00
10	ARTICLES OF IRON OR STEEL	\$525,790,835.00

TOTAL COMMODITIES \$35,625,007,725.00



DEVELOPING INTERNATIONALLY

"been there, done that," can be invaluable. "We usually have a monthly session where all we do is sit down together and talk about where we've been," said Kalley. "When we have everybody gathered, we have the best brain trust related to exporting of any group in Michigan."

HELP IN SOUTHEAST MICHIGAN

In Oakland County, the Automation Alley Trading Company is working to boost the county's economy by focusing on global trade. The Trading Company has grown from its beginnings organizing international missions and sponsoring World Trade Week. It now provides no-cost market research and assessments for exporters. The Automation Alley Trading Company also holds a variety of education and outreach functions, with seminars and programs for small and mid-sized firms. The seminars deal with specific regions, including recent sessions on Central/Eastern Europe and China, to help exporters learn about specific markets.

In the short time that the Trading Company has been in existence, it has already

developed an international reputation. When a small firm called a government ministry in Sweden for information on exporting products there, the ministry representative on the other side of the world said "Why don't you go to Automation Alley? They help us all the time," said M. Dujon Johnson, assistant director of the Automation Alley Export Center.

SOUTHWEST MICHIGAN ASSISTANCE, TOO

The Van Andel Global Trade Center, on the campus of Grand Valley State University, is working to increase the global competitiveness of small and medium-sized businesses in Michigan. The center offers training, consulting and resource development. For export-minded companies, the Trade Center offers strategic consulting in areas of market selection, market entry identification and network development overseas. "That is, where do we want to go, how are we going to get there, and how far do we want to get into it," said Jeff Meyer, executive director of the Van Andel Global Trade Center.

In addition to strategic consulting, the

Trade Center also looks at the technical details involved in working in a foreign country. This includes the shipping costs, product modifications and standardization—everything that's involved with getting a product from point A to point B.

Another item on the Van Andel Global Trade Center agenda is to take real world global trade consulting and apply it to the classroom, improving the quality of tomorrow's Michigan business leaders. "The Trade Center is part of Grand Valley in every way, we're not a separate non-profit," said Meyer. "The backing of the university, together with our commitment to deliver a high-quality service, makes it a win-win."

BOILING IT DOWN TO BASICS

When it comes to world trade, "Look for good partners, that's the most important thing," said Bradley D. Farnsworth, director of the Center for International Business Education, Stephen M. Ross School of Business at the University of Michigan and an MDEC member. "Doing it on your own is extremely risky."

TOP TEN COUNTRIES FOR MICHIGAN EXPORTS (2004)

1	CANADA	\$21,485,811,522.00
2	MEXICO	\$4,173,115,968.00
3	JAPAN	\$1,068,786,607.00
4	GERMANY	\$1,009,570,699.00
5	UNITED KINGDOM	\$660,285,633.00
6	FRANCE	\$615,461,811.00
7	CHINA (MAINLAND)	\$607,156,984.00
8	AUSTRALIA	\$466,799,832.00
9	BELGIUM	\$429,092,930.00
10	KOREA, REPUBLIC OF	\$365,045,756.00
TOTAL COUNTRIES		\$35,625,007,725.00

MORE INFORMATION ON THE ORGANIZATIONS LISTED IN THIS ARTICLE CAN BE FOUND AT:

AUTOMATION ALLEY TRADING COMPANY
www.automationalley.com

MICHIGAN DISTRICT EXPORT COUNCIL (MDEC)
www.ExportMichigan.com

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
michigan.org

JAPANESE EXTERNAL TRADE ORGANIZATION (JETRO)
www.jetro.org

KOREA TRADE CENTER (KOTRA)
www.kotrana.org

U.S. DEPARTMENT OF COMMERCE
www.export.gov

VAN ANDEL GLOBAL TRADE CENTER
www.vagtc.org

WORLD TRADE WEEK EVENTS

**LEVERAGING GLOBAL PARTNERSHIPS
WEST MICHIGAN 2005**

MONDAY, MAY 16TH

Grand Rapids Economic Club Luncheon
12:00pm, Ambassador Ballroom,
Amway Grand Plaza Hotel WTW
Gala Reception (Invitation Only)
5:30pm-7:30pm
Gerald R. Ford Presidential Museum

TUESDAY, MAY 17TH

WTW Global Trade & Investment
Conference 8:00am-4:30pm
Loosemore Auditorium,
GVSU Pew Campus West Michigan
World Trade Association
Wine Tasting & Reception and
'World Trader of the Year' Award
4:30pm-7:30pm

WEDNESDAY, MAY 18TH

WTW Student Global Awareness Day
9:00am-1:30pm,
GVSU Allendale Campus

THURSDAY, MAY 19TH

World Affairs Council of West Michigan
WorldQuest Dinner 6:00pm-7:00pm
and Game 7:15pm Wege Ballroom,
Wege Center, Aquinas College
www.gvsu.edu/wtw

MAY 11-13, 2005

SINGAPORE: THE LAUNCH PAD TO CHINA AND SOUTHEAST ASIA

Oakland University
Events include a reception with presentation of Export Achievement Awards, a seminar exploring Singapore and Southeast Asia and opportunities for one-on-one meetings to discuss business opportunities. For additional information go to www.automationalley.com.

MAY 14-19, 2005

6TH BIENNIAL INTERNATIONAL BUSINESS INSTITUTE FOR COMMUNITY COLLEGE FACULTY

Kellogg Hotel and Conference Center
The institute is designed to provide participants with the knowledge, experience and resources they need to internationalize general business courses and/or develop specialized international business courses. For further information look at www.ciber@msu.edu.

MAY 16-27, 2005

INTERNATIONAL DIRECTORS MICHIGAN ROAD SHOW TOUR

The MEDC has organized an International Director's Road Show that travels across the state to introduce export ready firms to the MEDC's overseas Trade Office Directors from Mexico and China.

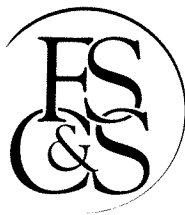
The Road Show is designed to provide free consultation to companies wishing to access the China and Mexico export markets. This is an excellent opportunity to explore these growing markets. For information contact the MEDC at 517.335.5975.

MAY 18, 2005

INTERNATIONAL BUSINESS FORUM

11:45am-1:30pm
The Fairlane Club, Dearborn
Speaker to be announced. Contact TC
Detroit/Windsor Assn.: Vanessa Danou,
313.388.2345; cost \$25. www.wtcdw.com.

*For more than a hundred years, Michigan businesses
have relied on the steady guidance of Foster Swift
attorneys for solving their problems. From
international issues to intellectual property questions
to real estate and commercial litigation, we work as
hard as you to make your business successful.*



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EXECUTIVE PROFILE: ANDY MURCH



ANDY MURCH KNOWS INTERNATIONAL TRADE. AS PRESIDENT OF BURKE PORTER MACHINERY IN GRAND RAPIDS, HE HAS LED HIS COMPANY THROUGH MORE THAN A DECADE OF EXPORTING AND FOREIGN MARKETING. HE KNOWS DEALING IN FAR-OFF LANDS CAN BE TRICKY, BUT THE PAYOFF CAN BE LARGE.



Murch is a lifelong Michigani-
an. He grew up outside of Kalamazoo
and earned his degree in economics at
Kalamazoo College. He moved to Grand
Rapids 28 years ago when he landed a
job at Burke Porter, a manufacturer of
custom automotive equipment. After
earning an MBA at Western Michigan
University with an emphasis on market-
ing, Murch climbed the ranks of Burke
Porter, serving as vice president of sales
and later stepping up as President in
1994. The company had begun to try its
hand in foreign sales by the early 1990s
and Murch saw the potential to grow
Burke Porter's international presence.

MURCH: I recognized the need to be
global. In our industry there were not
many companies that were really focus-
ing on the global markets. We had focused
on the U.S. market up until I joined the
company. Not long after I got into sales,
I got the urge to explore opportunities
in international markets. I got an inquiry
from a company in Korea and I decided
at the time to take the plunge. I learned a
lot about what you should or shouldn't do
in a new market and I re-examined what
we were doing as far as our international
marketing. I started looking at what you
need in order to be a global player.

MBR: That first Korean order was re-
ceived 16 years ago. Since then Burke
Porter has tweaked and refined its ex-
porting strategies, building a foreign
marketing plan from the bottom up. The
company now generates 50 percent of
its revenue from exports.

We had to evaluate the marketplace. We
had to do all of our research, look at op-
portunities and risks. We had to bench-
mark the competition, develop a strategy
for sales, market, branding, and
distribution. We had to understand the
cultural differences, the business practices,
the government regulations, the legal
requirements, the transportation require-
ments, the support services, and the
infrastructure. We had to build a strong
relationship with the local government,
the local media, and the local business
community. We had to be patient and
persistent. We had to be flexible and
adaptable. We had to be open and
honest. We had to be respectful and
polite. We had to be a team player.

It was a lot of work, but it was worth
it. We have now established a strong
presence in the Korean market and
we are looking to expand into other
Asian markets.

Murch is a big believer in networking.
In the early days of navigating foreign
trade, he made connections in the United
States Commercial Service, a branch of
the federal Department of Commerce. As
Burke Porter became well-established
in the international marketplace, he was
asked to join the Michigan District Export
Council (MDEC), an organization of busi-
ness leaders dedicated to bridging the
obstacles that come with exporting. The
council offers its services at no cost.

Networking is very important. I think a
lot of people don't utilize that resource
as much as they should and they have to
recognize that they're not the first ones
to do this. One of the big problems is peo-
ple or companies usually assume what
they're doing here will work in another
market and that's not necessarily true.
So the easiest way to avoid a lot of the
simple mistakes is to take advantage of
the resources that are available, whether
it's other companies, the U.S. Chamber of
Commerce, the U.S. Commercial Ser-
vices or the MDEC. I've had several contacts
with the MDEC regarding things that the
State of Michigan can do to help us as
manufacturers and encourage exports.

Recognizing and understanding cultural
differences can determine whether an
export strategy succeeds or fails. Murch
recommends heavy up front research, fo-
cusing not only on the target culture, but
on foreign business practices as well.

You have to fit in—when in Rome, do as
the Romans do! One of the keys is you've
got to be patient and you've got to be
persistent. You've got to be flexible and
adaptable. You've got to be open and
honest. You've got to be respectful and
polite. You've got to be a team player.
You've got to be willing to learn and
grow. You've got to be willing to take
risks. You've got to be willing to be
different. You've got to be willing to be
a pioneer.

Make sure you understand the cultural
differences. Make sure you know what
time of product is available locally. How
do you tailor your product to meet the needs of
the local market?

Not every business is able to surmount
the challenges of exporting. Besides the
initial research and investments, there
are tax and currency considerations, in
addition to shipping, packaging and cus-
toms requirements. Murch outlined the
traits of a business that can successfully
pursue international marketing.

It would have to be a business that is
interested in serving the global market-
place, has the capacity, both in cash and
human resources to support it and has
the willingness to struggle with the deci-
sion as they go forward. Obviously, larger
companies, they're almost all going to
go. Midsized and smaller ones have to
be very tolerant in their pursuit of export
markets. People that have multi- or cross-
cultural experiences, they're going to be
more interested in pursuing that. And
you have to have a product that provides
value in that other market.

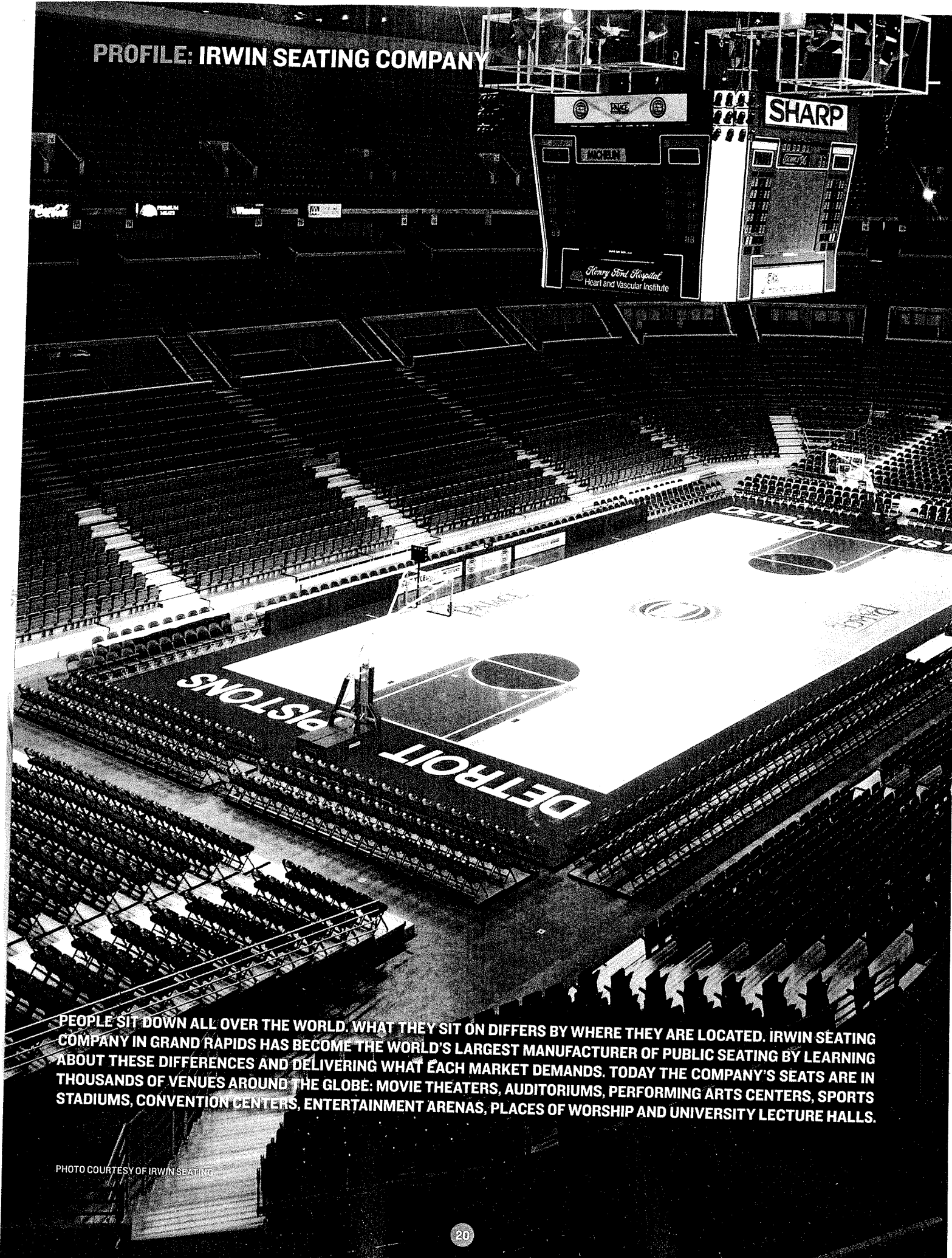
According to Murch, exporting is criti-
cal to Michigan's economy. He attributes
recent reductions in manufacturing vol-
ume—in part—to the lack of foreign trade.
Exporting, he says, offsets the balance of
U.S. trade, provides companies with op-
portunities they would otherwise never
receive and encourages development of
products for use in foreign markets.

It's very important. We're at a very dif-
ficult crossroad. We have to find a way
for the government to encourage exports
without subsidizing them. If we can find
ways of distributing our products in other
markets, we can help our economy. We
can create jobs. We can grow. We can
thrive.

Exporting is a major undertaking, requir-
ing tremendous commitment and pa-
tience. Andy Murch has been there and
done that. He knows the potential payoff
is worth the effort.

For more information on Burke Porter,
log on to www.bepco.com.

PROFILE: IRWIN SEATING COMPANY



PEOPLE SIT DOWN ALL OVER THE WORLD. WHAT THEY SIT ON DIFFERS BY WHERE THEY ARE LOCATED. IRWIN SEATING COMPANY IN GRAND RAPIDS HAS BECOME THE WORLD'S LARGEST MANUFACTURER OF PUBLIC SEATING BY LEARNING ABOUT THESE DIFFERENCES AND DELIVERING WHAT EACH MARKET DEMANDS. TODAY THE COMPANY'S SEATS ARE IN THOUSANDS OF VENUES AROUND THE GLOBE: MOVIE THEATERS, AUDITORIUMS, PERFORMING ARTS CENTERS, SPORTS STADIUMS, CONVENTION CENTERS, ENTERTAINMENT ARENAS, PLACES OF WORSHIP AND UNIVERSITY LECTURE HALLS.

PHOTO COURTESY OF IRWIN SEATING

A VERY SPECIALIZED FIELD

Irwin Seating Company was founded in 1907 and President and CEO Earle S. 'Win' Irwin is the third generation of his family to lead the company. In addition to its Grand Rapids facility, Irwin Seating has manufacturing in Canada, Spain, Brazil and China. Irwin Telescopic Seating Company, a subsidiary, creates movable platforms and bleachers for sports arenas. In addition to manufacturing new chairs, Irwin Seating restores original auditorium and theater seating.

"We've got great products and we work hard to make sure our customers are satisfied and stay satisfied with us. Because of that, we've been able to grow to dominate this market segment," said John Eichinger, Irwin Seating's vice president, international. "The fact that we've been here for nearly 100 years is testimony to the fact that our customers recognize the value that they get from our products."

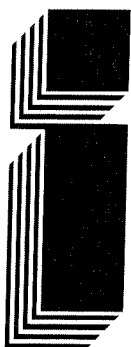
EXPORTING AND EXPANDING AROUND THE WORLD

The company began exporting products in the 1970s from its North American facilities, primarily from the Grand Rapids operation. That grew into a very successful venture, but Irwin Seating faced competition from local companies in the export countries that were able to offer shorter lead times for the delivery of products. International expansion was the next logical step in solidifying its commitment to quality and customer satisfaction.

"When the (export production) volume started to grow, we started looking at an international growth strategy," Eichinger explained. "The foundation of that strategy is based on the fact that we want to be able to produce products in the same geographical regions where our customers are located...so that we can be competitive with that kind of (short) responsiveness from our competitors."

To keep its dominance in the market, and strengthen its position in Michigan, in 1996 Irwin Seating opened a production facility in Malaysia, its first outside

North America. Three years later a second facility opened in China. Eichinger said the Malaysian facility proved to be a good investment because it serviced customers in other parts of the world. The opening of additional non-North American operations was a necessity as exports continued to grow significantly. However, for economic reasons Irwin Seating recently consolidated all of its Asian manufacturing into the larger China facility. That operation serves customers in China, Japan, Korea, Taiwan, Hong Kong, Southeast Asia, Australia and New Zealand.



**Irwin
Seating
Company®**

"By intent it decreased our exports coming out of North America for a period of time," Eichinger said. "But we are seeing a resurgence of export activity that's now taking place here in the U.S., because now we've got a much larger and much more effective sales organization all over the world than ever before. We've got direct sales people as well as a distribution network around the world. They're not only selling products that are produced within that region...but they also sell some additional products which are only manufactured in North America."

Today, Irwin Seating's international sales represent between 20-25 percent of the company's total revenue. That includes U.S. exports, as well as shipments from its operations outside North America.

CHALLENGES OF A GLOBAL COMPANY

As a global company, Irwin Seating faces some challenges in the international marketplace, including dealing with differences in product offerings. "The products that we produce here in North America have broad acceptance in many parts of the world, but not all parts of the world," Eichinger said. "There is a completely different product line and a different style preference with regards to European customers. What you'll find in our European product is a lot smoother line. The product looks more designed than engineered...it's a different aesthetic that drives the difference in the demands that we see between Europe and North America."

It's that kind of special attention to customer preferences and unique international requirements that Eichinger feels will make 2005 another successful year for Irwin Seating Company. Although there are currently no plans to build additional manufacturing facilities, he does expect the company's business volume to grow in different parts of the world. However, that could mean even more challenges. For example, the company is currently looking for more cost-effective ways to ship products to Russia where duties are based on weight, not value as in most other countries. Since Irwin Seating uses a lot of steel in its products, the chairs are quite heavy and much more costly to transport there.

Over the years, Irwin Seating Company has operated by what it calls, 'The Irwin Difference,' which focuses on offering excellent products, customer satisfaction, continuous improvement and value-added services. With seating as its sole business, Irwin Seating is striving to be the best at what it does and to make its competitors sit up and take notice on the international trade front.

For more information on Irwin Seating Company, go to: www.irwinseating.com.

TRAVEL MICHIGAN

FROM CULTURAL TO AGRICULTURAL, HISTORICAL TO MUSIC, FOOD TO WACKY, MICHIGAN HAS FESTIVALS FOR EVERYONE, DOTTING EVERY CORNER OF THE GREAT LAKES STATE. MICHIGAN DAYS ARE FILLED WITH ACTIVITY. FROM SUMMER TO FALL, THERE'S AN EVENT FOR EVERYONE TO ENJOY RANGING FROM THE INTERNATIONALLY KNOWN DETROIT MOVEMENT MUSIC FESTIVAL TO LANSING'S COMMON GROUND FESTIVAL TO THE NORTH AMERICAN SNOWMOBILE FESTIVAL IN CADILLAC. THE FOLLOWING IS JUST A SAMPLING OF MICHIGAN'S FUN FESTIVALS. VISIT MICHIGAN.ORG FOR ADDITIONAL INFORMATION ON THESE FESTIVALS AND MANY MORE.

MAJOR LEAGUE BASEBALL ALL STAR GAME, DETROIT, JULY 12

THE 2005 CONTEST WILL MARK THE FOURTH TIME THE ANNUAL SHOWCASE OF MAJOR LEAGUE BASEBALL'S BRIGHTEST STARS HAS BEEN PLAYED IN THE MOTOR CITY. IT WILL BE A DAY OF FUN AND EXCITEMENT AT COMERICA PARK. WWW.VISITDETROIT.COM

American League

#	TEAM	SCORE	TEAM	#	TEAM
1	NY	3	3	13	TOR
2	BAL	5	3	14	TEX
3	MIL	1	5	15	DET
4	DET	1	5	16	KC

PHOTO COURTESY OF AMANDA BECKER

BLOSSOMTIME FESTIVAL, BENTON HARBOR/ST. JOSEPH MAY 1-8

The party begins with the Blessing of the Blossoms ceremony and continues all week at Michigan's oldest and largest multi-community festival. Take a self-guided driving tour through blossoming orchards, then sit curbside to watch the two-mile-long Grand Floral Parade, as it winds through these neighboring Lake Michigan shore towns. Flower-decked floats and marching bands from 24 area towns participate.

TULIP TIME FESTIVAL, HOLLAND MAY 7-14

It's all delightfully Dutch amid six million blossoming tulips and 1,500 wooden-shoed dancers. Street scrubbers sweep by in the Volkspareade and big-name entertainers take the stage. Visit DeZwaan, the authentic windmill located on Windmill Island. Take a trolley ride. Visit Dutch Village. Sample Red Tulip Ale. This is one of the largest flower festivals in the United States.

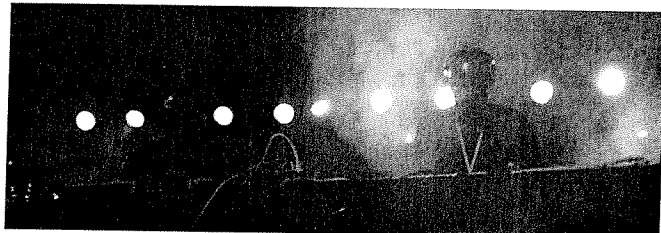


PHOTO COURTESY OF ROBERTO TY

FUSE-IN: DETROIT'S ELECTRONIC MOVEMENT MAY 27-30

Detroit's sixth annual electronic music festival integrates musical and visual artistry, creativity, diversity and state-of-the-art technology, as numerous world-renowned acts perform on multiple stages for over one million fans. Held each year in the birthplace of Techno Music, this is the place to be seen on Memorial Day weekend as Hart Plaza comes alive. Visit www.fuse-indetroit.com for more information.

HIGHLAND FESTIVAL, ALMA MAY 28-29

It's more than just a pipe dream, when dozens of pipe bands and drummers perform on the Alma College campus. Lads and lassies in a blaze of tartans come from all over for one of country's largest Scottish shindigs. Your clan can cheer the Border collie competition, learn Scottish dance steps and stand by for the Grand Parade.

BAVARIAN FESTIVAL, FRANKENMUTH JUNE 9-12

Sing and dance to Bavarian music played by colorful, costumed German bands. Taste the hearty Bavarian foods, plump bratwurst, barbeque chicken and homemade pretzels at the 47th Annual Bavarian Festival, located in Heritage Park. Voted 'Top 5 Festivals in the State of Michigan' by readers of AAA's Michigan Living magazine.

LILAC FESTIVAL, MACKINAC ISLAND JUNE 11-19

This 10-day celebration is highlighted by many free events including the world's longest horse hitch parade and a fireworks display on Sunday, June 15. Stroll and enjoy the fragrant blossoms and colors of some of the oldest living lilacs in North America. Family hayrides, country line dancing, scavenger hunts, free outdoor concerts, boat cruises and garden tours are some of the highlights of this festival voted one of the top 100 festivals in the United States by Bus Tours of America.

SOO LOCKS SESQUICENTENNIAL FESTIVAL JUNE 24-26

Highlights of this year's festival include concerts, go-cart races, an arts-and-crafts sale and lots of food. Other events include walking tours of the 100 plus year old historic Edison Hydro-Electric Power Plant, engineer's day at the Soo Locks Park, sidewalk sales in Downtown Historic Shopping District and River of History reenactments.

FIELD OF FLIGHT AIR SHOW, BATTLE CREEK JUNE 29-JULY 4

The 25th annual Team US Nationals and Air Show, featuring 130-plus hot air balloons. Other highlights include the USAF Thunderbirds, Canadian Snowbirds, fireworks, live concerts, a carnival midway, military demonstrations, static displays featuring custom cars, motorcycles, military displays and aircraft, arts & crafts and much more, at the WK Kellogg Airport.

NATIONAL CHERRY FESTIVAL, TRAVERSE CITY JULY 2-9

98Choose from a bumper crop of big-name concerts, orchard tours, pie-eating contests and children's festivities, plus air shows and fireworks over Grand Traverse Bay. Three parades include one of the nation's largest for kids. Eat your fill at the Taste of Cherries, Cherry Grand Buffet and the farmer's market tent.



PHOTO COURTESY OF AMANDA BECKER

COMMON GROUND FESTIVAL, LANSING JULY 11-17

Featuring great music by a variety of performers including country, R&B and rock. Gavin Degraw was the first headliner to be announced, performing July 16. This event is held along the banks of the Grand River at Adado Park. Ride the ferris wheel on the bridge, indulge in hands-on activities and sample great foods.

CALENDAR OF EVENTS

The following list has activities conducted/sponsored by both the Michigan Economic Development Corporation (MEDC) and its local economic development partner organizations throughout the state. For more detailed information on any of these activities, please contact the MEDC 517.373.9808, email at medcservices@michigan.org or visit michigan.org.

APRIL

19

MEGA BOARD MEETING MEDC Offices, Lansing

Michigan Economic Development Corporation (MEDC) Board Meeting. The Board will meet to discuss the MEDC's strategic plan and other business matters. The meeting will be held at the MEDC Offices, Lansing.

18-21

IDS-4

Central Michigan University, Mt. Pleasant

The Michigan Economic Development Corporation (MEDC) is sponsoring the IDS-4 conference at Central Michigan University. The conference will focus on the latest in technology and business development. The meeting will be held at the Central Michigan University, Mt. Pleasant.

MAY

9

DETROIT ECONOMIC CLUB LUNCHEON Burton Manor, Livonia

The Detroit Economic Club is sponsoring a luncheon at the Burton Manor in Livonia. The luncheon will focus on the latest in technology and business development. The meeting will be held at the Burton Manor, Livonia.

17

MICHIGAN BUSINESS SUCCESS CELEBRATION Capitol Rotunda, Lansing

The Michigan Economic Development Corporation (MEDC) is sponsoring a business success celebration at the Capitol Rotunda in Lansing. The celebration will focus on the latest in technology and business development. The meeting will be held at the Capitol Rotunda, Lansing.

17

MEGA BOARD MEETING MEDC Offices, Lansing

Michigan Economic Development Corporation (MEDC) Board Meeting. The Board will meet to discuss the MEDC's strategic plan and other business matters. The meeting will be held at the MEDC Offices, Lansing.

JUNE

15

TECHNOLOGY TRI-CORRIDOR STEERING COMMITTEE MEETING

Kellogg Center, Michigan State University, East Lansing

The Technology Tri-Corridor Steering Committee is sponsoring a meeting at the Kellogg Center at Michigan State University. The meeting will focus on the latest in technology and business development. The meeting will be held at the Kellogg Center, Michigan State University, East Lansing.

15-16

MICHIGAN GROWTH CAPITAL SYMPOSIUM University of Michigan, Ross School of Business, Ann Arbor

The Michigan Economic Development Corporation (MEDC) is sponsoring a growth capital symposium at the University of Michigan. The symposium will focus on the latest in technology and business development. The meeting will be held at the University of Michigan, Ross School of Business, Ann Arbor.

16

MICHIGAN STRATEGIC FUND BOARD MEETING MEDC Offices, Lansing

The Michigan Strategic Fund Board is sponsoring a meeting at the MEDC Offices in Lansing. The meeting will focus on the latest in technology and business development. The meeting will be held at the MEDC Offices, Lansing.

19-21

BIO 2005 ANNUAL INTERNATIONAL CONVENTION BIO, Michigan Booth, Philadelphia, PA

The Michigan Economic Development Corporation (MEDC) is sponsoring a booth at the BIO 2005 Annual International Convention in Philadelphia. The booth will focus on the latest in technology and business development. The meeting will be held at the BIO, Michigan Booth, Philadelphia, PA.

21

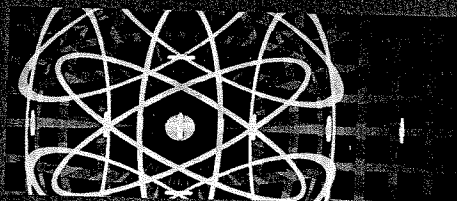
MEGA BOARD MEETING MEDC Offices, Lansing

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IN THE NEXT ISSUE TRI-UMPHING IN TECHNOLOGY

Michigan engineers and scientists are making great strides in automotive, homeland security, and life sciences research and development. These three industries are the key components of Michigan's Technology Tri-Corridor. They are leading

Michigan into the 21st century as a major competitor in the global economy. In the next issue of MEDC, we will explore new advancements in technology making a difference within Michigan's Technology Tri-Corridor.



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